SHATTER THE MYTHS
About Substance Use
During National Drug and Alcohol Facts Week® (NDAFW)

Presented to ASHA Members
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National Institute on Drug Abuse
POLL:
What role do you play at your educational institution?
Overview

- Trends in drug and alcohol use among teens
- The National Institute on Drug Abuse (NIDA) and federal government resources
- National Drug and Alcohol Facts Week (NDAFW) ideas and examples
- Planning NDAFW Activities
- Questions & Answers
Your Efforts to Engage Students Matter

• Social pressure continues to influence students to drink alcohol and use drugs.
• One in three students in 12th grade report past-year use of e-vaporizers in 2017, raising concerns about the impact on their long-term health.
• More than 70 percent of high school seniors do not view regular marijuana smoking as being harmful.
• Opioid misuse has become a nationwide crisis.

*Source: 2017 Monitoring the Future Data from the National Institute on Drug Abuse, National Institutes of Health, U.S. Department of Health and Human Services.*
Past-Year E-Vaporizer Use and What Teens Are Inhaling

*Source: 2017 Monitoring the Future Data from the National Institute on Drug Abuse, National Institutes of Health, U.S. Department of Health and Human Services.*
Prescription and Over-the-Counter Drugs Versus Illicit Drugs

*Source: 2017 Monitoring the Future Data from the National Institute on Drug Abuse, National Institutes of Health, U.S. Department of Health and Human Services.

*Called "synthetic marijuana" in survey
Daily Marijuana Use Mostly Steady

71.0% of high school seniors do not view regular marijuana smoking as being very harmful, but 64.7% say they disapprove of regular marijuana smoking.

*Source: 2017 Monitoring the Future Data from the National Institute on Drug Abuse, National Institutes of Health, U.S. Department of Health and Human Services.
About the National Institute on Drug Abuse

• NIDA is part of the National Institutes of Health.
• Our mission:
  – Advance science on the causes and consequences of drug use and addiction.
  – Apply that knowledge to improve individual and public health.
• NIDA supports more than 2,000 grantees around the world doing research, from neuroscience to medications to services delivery.
How NIDA Achieves Its Mission

• Strategically supporting and conducting basic and clinical research on drug use (including nicotine), its consequences, and the underlying neurobiological, behavioral, and social mechanisms involved.

• Ensuring the effective translation, implementation, and dissemination of scientific research findings to improve the prevention and treatment of substance use disorders and to enhance public awareness of addiction as a brain disorder.
Let NIDA Be Your Trusted Source

NIDA provides year-round information on:

- The science of drug misuse and addiction, including nicotine addiction
- Substance misuse prevention and treatment
- Illicit drugs and their medical consequences
- Prescription drug misuse
- The link between drug use and HIV/AIDS
- The annual Monitoring the Future survey (8th, 10th, and 12th graders and college students)
There are lots of **MYTHS** about drugs flying around.

“Prescription drugs are always safe because they’re prescribed by doctors”

“Drug addiction is a choice”

“Pot is not addictive”

“Natural drugs are safer than synthetic ones”

What Can We Do to Change This?
POLL:
Are you familiar with National Drug and Alcohol Facts Week?
POLL:
Have you participated in NDAFW?
National Drug and Alcohol Facts Week (NDAFW) SHATTERS THE MYTHS about drug and alcohol use.

Now in its ninth year, NDAFW has reached thousands of youth and young adults with the scientific facts about the consequences of drugs and alcohol use on the brain, body, and behavior.
About NDAFW

- **NDAFW** is a weeklong health observance established in 2010 to help shatter the myths about drugs and drug misuse through community-based events and activities.
- **NDAFW** is a partnership between NIDA and the National Institute on Alcohol Abuse and Alcoholism (NIAAA).


- Educators, school counselors, clinicians, substance abuse prevention professionals, and students can work together on awareness events that will provide youth with science-based information about drugs and alcohol.
More Than 2,300 NDAFW Events Worldwide in 2018

Get your event or activity on the map!

Plan Now to Get Involved in NDAFW 2019!

- Hold educational events.
- Leverage social media to hold virtual events.
- Create contests and scavenger hunts.

Distribute NIDA’s free materials.
Use NIDA’s Step-by-Step Planning Toolkits

- Toolkits for specific audiences (e.g., colleges) and topics (e.g., alcohol, juvenile justice, marijuana, MDMA, opioids, tobacco, nicotine and e-cigarettes)
- **NEW!** Drugged Driving and Synthetics Toolkits
- Toolkits include:
  - Statistics about substance misuse among youth
  - Resources such as the IQ Challenge, Web Chat Day transcript, and topic-specific toolkits
  - Infographics, blogs, and multimedia resources
  - Activity ideas

Register for National Drugs and Alcohol Chat Day

• Participate in annual live chat with NIDA and NIAAA scientists
• Ask questions about drugs and drug misuse

MARK YOUR CALENDARS for January 24, 2019.
5 Steps to Hosting an NDAFW Activity

1. Form your planning team.
2. Plan your NDAFW event.
3. Register your event.
4. Secure the science.
5. Promote your event!
Event Ideas

Shatter the Myths Placard

IQ Challenge

Driving Stimulator by Dr. Marilyn Huestis: The Effects of Marijuana on Driving

Videos from NIDA’s new Drugged Driving Toolkit
Event Ideas

Host a speaker.

Set up tables with resources.

Be creative.
Get Free Resources From NIDA

Order by January 15 for use during NDAFW!

- Drugs: Shatter the Myths booklets
- National Drug & Alcohol IQ Challenge activity (also available in Spanish)
- Drugs + Your Body: It Isn’t Pretty (Teaching Guide) posters
- Mind Matters series
Free Online Resources

• Online quiz
• Videos
• Fact sheets
• Dozens of activity ideas
• Toolkits for specific drug topics (such as marijuana and opioids)
• Downloadable stickers, icons, and t-shirt iron-ons
Ways to Promote NDAFW

- Provide language for teachers and administrators to send to parents.
- Publicize the campaign in morning announcements.
- Post flyers to raise awareness.
- Use the “I Shatter the Myths” cards to launch a campaign on Instagram or Snapchat.
- Create Facebook events to get people involved in activities.
- Create shareable social media graphics (e.g., memes, infographics, GIFs).
- Leverage NIDA’s media toolkit to help promote your involvement in NDAFW.
- Use the hashtag #NDAFW in your social media posts.
Frequently Asked Questions
Preventing drug misuse is possible. We can do it together!

Help get the facts out to students in your community so they can make informed choices.
How You Can Stay Informed

Sign up to receive NDAFW updates.

Join NIDA’s Drug and Alcohol Use Prevention Network LinkedIn Group.

Follow NIDA on social media.

Twitter: @NIDAnews
Facebook: The National Institute on Drug Abuse – NIDA
YouTube: https://www.youtube.com/user/NIDANIH

https://teens.drugabuse.gov/ndafw

https://www.linkedin.com/groups/8354318
ACCEPT THE CHALLENGE
How can we help you?

NIDA is at your service! We are here to:

- Help generate ideas for events.
- Help you plan your event.
- Help you register.
- Connect you with a scientist or other expert.
- Provide the materials you might need.

Please email Brian Marquis at drugfacts@nida.nih.gov with any questions you might have!

Mark your calendar for January 22–27, 2019. We look forward to working with you!